Selling Details

September DORAL Price Check Jackpot Promotion

(Program Contact: Evan Toulon, #6316)

Program Objective: To change price perceptions among competitive Savings and FP savings sensitive smokers to reflect reality: DORAL is priced the same as GPC and Basic.

Note: This promotion works off of the **existing** DORAL discounting (PRP) in place during September. No **additional** discount on VAP product. Promotional product will be billed at regular price.

Program Elements:

- Existing, planned discounting sold/executed by the Field
- [redacted]
  - [redacted]
  - Supermarkets receive sleeved product only - POS handled by Reps (no VAP)
- $.40 off/ 2 pack onsert (on back of all promotional packs) to be used with next purchase
  - ***If store does not handle coupons, suggest to retailer to accept coupons from consumers and hold. Rep may reimburse retailer upon collection of coupons using the following code for draft payment: DORAL .40/2 SEPT. Coupons should then be destroyed.***
- Additional $.40 off/2 pack onserts and sleeves (500 each) sent to all Reps to be applied in store on non-VAP opportunity styles
- $1,000,000 Sweepstakes for consumers in non-restricted states ***(all states except MA, MI, VA)***.
  - Adult smokers check price of DORAL, GPC & Basic and fill out entry forms to enter
  - $100,000 Retailer Incentive Program - 4 winners/1 per sales area/$25,000 per winner
  - ***Retailer Incentive Sign-up Card (Retailer Jackpot Ticket)***
    - ***Must be filled out by retailer to enter Retailer Sweepstakes.***
    - ***60 Retailer Jackpot Tickets (included with the sleeves and onserts shipment) will also be shipped directly to each Rep.***
    - ***Each ticket has area on bottom right side with the following info that must be completed by Rep: SIS Account #, the correct sales area circled (NESA, MWSA, SSA or WSA), Rep's printed name and Rep's signature.***
    - ***Any ticket not filled out correctly will be discarded.***
- ***Excess quantities of September "Price Check Jackpot Take-One Entry Form" will be available (due to success of June "Big American Adventure Sweepstakes") for order via SMS:***
  - ***Item #547013 (1/SKU 50 Take-Ones)***
- $100,000 Contest for consumers in restricted states MA, MI and VA only
  - Adult smokers check price of DORAL and create unique display of that price. Entries will be judged on creativity, presentation and appropriateness.
  - $20 Retailer Incentive ***(No Retailer Jackpot)***
    - ***Code for draft payment is DOR JACKPOT PAY Rate: $20***
- DSD POS/support materials - For Retailer placement and entry into Retailer Incentive

Other Program Elements:

- Direct Mail:
  - 203,000 smokers will receive Sweepstakes Entry/Information (Core).
  - 451,000 smokers will receive Sweepstakes Entry and Bounceback Coupon for $1 or $2 off 4 packs or carton (Fringe)
  - 268,000 smokers will receive Sweepstakes Entry and Bounceback Coupon for $1 or $2 off 4 packs or carton (Competitive)

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Source: https://www.industrydocuments.ucsf.edu/docs/zhjn0000